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Amendments to the Claims:

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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:
 - (a) receiving configuration data from the Internet merchant, wherein such configuration data assists in communication with the Internet merchant;
 - (b) ~~randomly sampling visitors to the Internet website according to the configuration data; running multiple experiments according to the configuration data on an on-going basis on randomly chosen visitors to the Internet website~~;
 - (c) dynamically determining an optimal promotion using real-time analysis of the data from the experiments the data acquired in step (b), wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and
 - (d) displaying the optimal promotion to the Internet merchant.
2. (Original) The method of claim 1, wherein said configuration data includes sampling parameters.

3. **(Previously Presented)** The method of claim 1, where said configuration data includes potential promotions to be offered to the sampled visitors in step (b).
4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.
5. **(Previously Presented)** The method of claim 1, wherein said configuration data includes data for segmenting the visitors into clusters.
6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal promotion.
7. **(Original)** The method of claim 1, wherein said configuration data includes a minimum basket size for receiving a promotion.
8. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.
9. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
10. **(Original)** The method of claim 9, wherein an optimal promotion is determined for each group.
11. **(Original)** The method of claim 10, additionally comprising updating the website such that a visitor is offered the optimal promotion determined in step (c) according to the visitor's group.

12. (Original) The method of claim 10, wherein groups are determined based upon prior purchasing behavior.

13. (Original) The method of claim 10, wherein groups are determined based upon demographic characteristics.

14. (Original) The method of claim 1, wherein step (c) comprises determining a promotion that optimizes profit.

15. (Currently Amended) The method of claim 1, additionally comprising:

(d e) automatically updating the website to use the optimal promotion determined in step (c).

16. (Currently Amended) The method of claim 1, additionally comprising:

(d e) automatically updating the website to use the optimal promotion determined in step (c) if the optimal promotion meets a minimum threshold.

17. (Previously Presented) The method of claim 16, wherein said minimum threshold is that the optimal promotion determined in step (c) is a predetermined percentage better than a currently offered promotion for the product.

18. (New) A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) running multiple experiments on an on-going basis on randomly chosen visitors to the Internet website;

696.003

(b) dynamically determining an optimal promotion using real-time analysis of the data from the experiments, wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and

(c) displaying the optimal promotion to the Internet merchant.